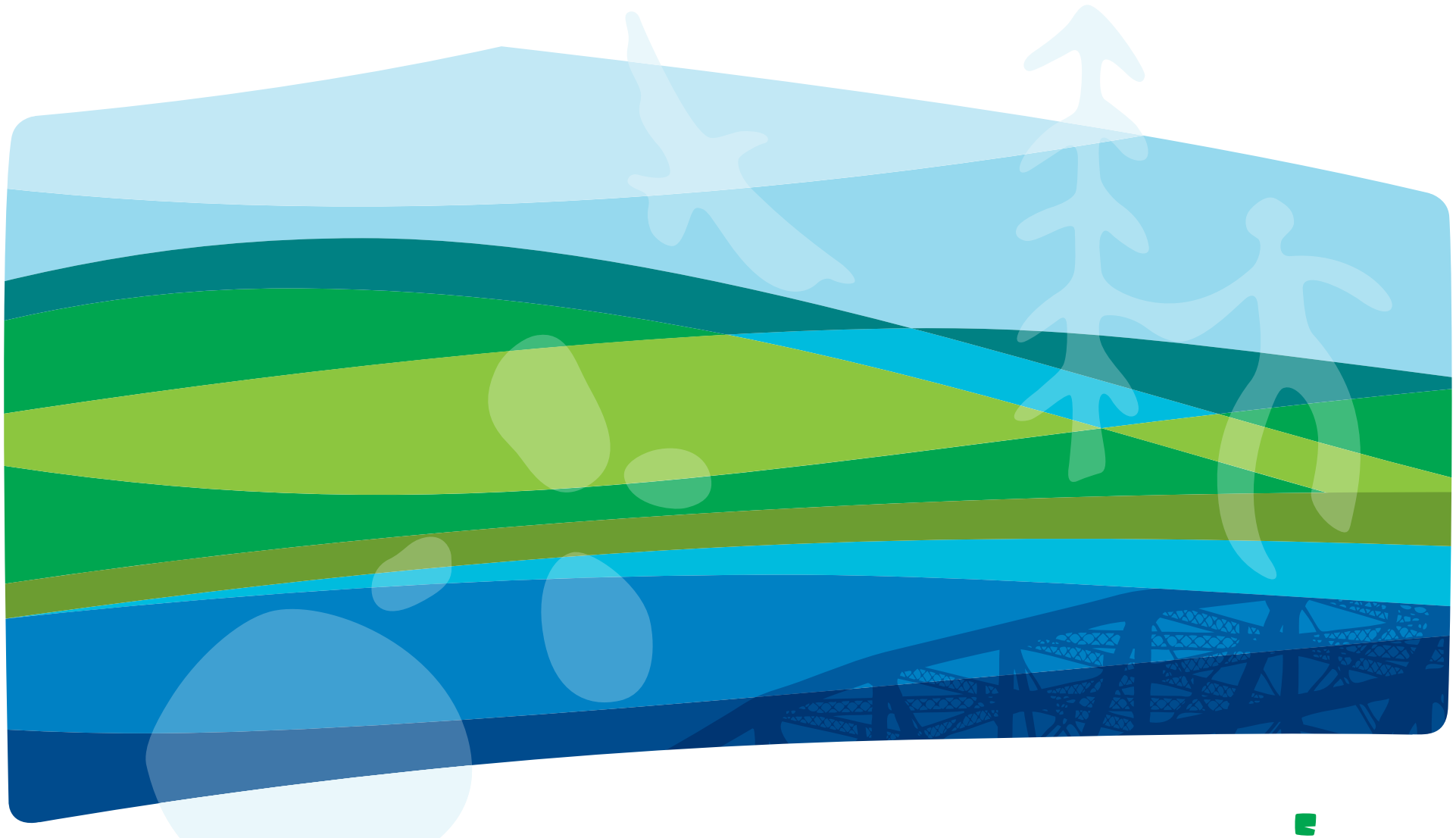

VANCOUVER 2010™

OLYMPIC GAMES EMBLEM GRAPHIC STANDARDS

For Editorial Media only

vancouver 2010

VERSION 3.1 (02/2007)

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Important Notice: The Vancouver 2010 Olympic Games Emblem and this Graphic Standards Manual may be used only by authorized persons as explained in this manual.
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(0) FOREWORD

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INTRODUCTION

Every two years, the Olympic Games bring the countries of the world together in a celebration of the human spirit and global friendship. Founded on the principle of promoting peace through sport, the Olympic Games have become the most far-reaching and unifying event on earth.

On July 2, 2003, the city of Vancouver, Canada was selected as Host City of the XXI Olympic Winter Games and the X Paralympic Winter Games. In 2010, the world will turn to Vancouver, Whistler, and all of Canada to find inspiration in the passion and achievements of Olympic athletes, and to experience the spirit of a country working together to offer its best to the world.

Like the stage of a magnificent theatre, the visual images, pageantry and icons that surround the Olympic Games are part of their magic. They draw us into the drama and history that is taking place before us, and they express the unique character of each Games and its Host Nation. The image of Canada's Games – our land, our people, and our vision – begins with the Emblem of the 2010 Olympic Games.

The Emblem will be one of our most visible ambassadors. It will be seen by more than two billion people from around the world on the Olympic broadcasts. It will beautify the Games' Ceremonies, festivals, and competition sites, and it will adorn the uniforms of thousands of volunteers, staff and athletes. The Emblem – in conjunction with the entire 2010 design program – will bring our story to life from now through 2010, and will help create a spectacular setting for the Olympic experience.

This Graphic Standards Manual – and those that will follow – will establish the required visual representation of the XXI Olympic Winter Games and X Paralympic Winter Games. Strict adherence to these standards will communicate a clear, consistent message about the Vancouver 2010 Winter Games and the people who are organizing and supporting them. With a unified commitment to the most disciplined, high-quality treatment of the Vancouver 2010 graphic identity, we will all help uphold and strengthen the image and integrity of our endeavour.

(0)

ABOUT THIS GRAPHIC STANDARDS MANUAL

This Graphic Standards Manual issued by the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games ("VANOC") provides standards, requirements and guidelines for use of the Vancouver 2010 Olympic Games Emblem (the "Emblem") by members of the print, broadcast and electronic media for editorial purposes only. The purpose of this manual is to preserve and enhance the value of the Emblem for the benefit of all authorized users.

Members of the print, broadcast and electronic media may use the Emblem only as expressly permitted by the media guidelines (for editorial purposes only).

This manual does not apply to any other users of the Emblem or related marks, each of whom must comply with the terms and conditions of the written agreements that grant them permission to use the Emblem or related marks and other applicable graphics standards documents (which contain different standards and requirements).

This manual (version 3.1) addresses the use of the Vancouver 2010 Olympic Games Emblem only. The use of other marks of the 2010 Winter Games and the Olympic and Paralympic Movements will be addressed in other VANOC Graphic Standards Manuals.

This manual may be revised by VANOC from time to time. Please ensure that you are using the most current version of this manual by contacting VANOC using the contact information set forth on page 21.

(0)

THE VANCOUVER 2010 OLYMPIC GAMES EMBLEM

ILANAAQ

For centuries, the Inuit people of Canada's Arctic stacked rock in human form to create the inukshuk, a steadfast guidepost that provided direction across the vast horizons of the North. Over time, the inukshuk has become a symbol of hope and friendship, an eternal expression of the hospitality of a nation that warmly welcomes the people of the world with open arms every day.

With the deepest appreciation for Canada's aboriginal heritage and for the joy Canadians share in celebrating winter's snow and ice, the emblem of the Vancouver 2010 Olympic Winter Games is a contemporary interpretation of the inukshuk. It is called "Ilanaaq", which is the Inuktitut word for friend.

Ilanaaq reflects the friendly spirit and soul of Canada and our dreams for the XXI Olympic Winter Games in Vancouver. From Nunavut to Newfoundland to the shores of Vancouver's English Bay, the inukshuk offers the welcome of a nation shaped and inspired by our diverse cultures.

Ilanaaq also represents the deep connection between Canadians and our breathtaking natural environment. With its arms reaching for the sky, Ilanaaq is rooted in the land that supports our lives and lifts our souls. Its vibrant colours reflect the rich Canadian landscapes, and particularly those of the Games' host region. British Columbia's spectacular islands, ocean, forests and mountains are represented by green and blues. The red represents Canada's signature maple leaf, and the gold evokes images of the brilliant sunrises that paint the city skyline and snowcapped mountain peaks from Vancouver to Whistler.

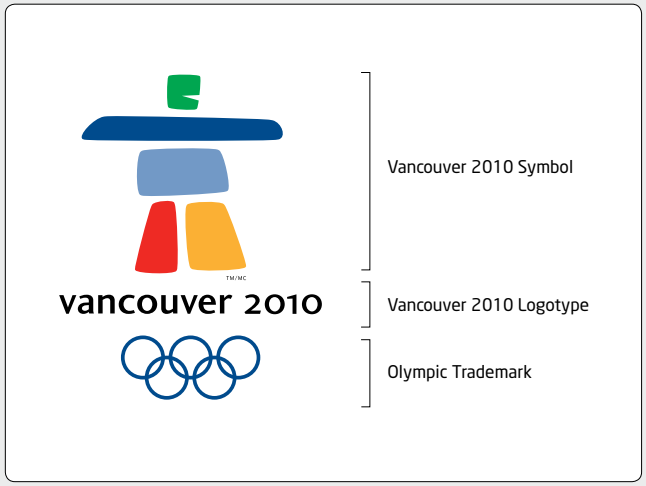
Like the athletes and the Games, Ilanaaq's strength comes from the teamwork and collaboration of many. Each stone relies on the other to support the whole, but the unified balance is strong and unwavering. Traditionally, the inukshuk was the creation of a group of people working towards one goal, hoping to serve others with their legacy. This best describes our hope for these Games.

This is Ilanaaq – the Official Emblem of the Vancouver 2010 Olympic Winter Games. This is the symbol of Canada's Games – our friend who will help us greet the world in 2010.

(0)
TERMINOLOGY

The Vancouver 2010 Olympic Winter Games Emblem is comprised of three elements:

- **Vancouver 2010 Symbol**
- **Vancouver 2010 Logotype**
- **Olympic Trademark**



The Emblem as a whole and each part of the Emblem ("Ilanaaq", the Olympic rings and the phrase "Vancouver 2010") are protected by copyright, trademark and similar laws in Canada and internationally, and are subject to various copyright and trademark registrations and applications in Canada and internationally. In order to preserve those protections and rights, the English and French trademark symbol "TM/MC" must be permanently displayed in every reproduction of the Emblem and the graphic specifications contained in this manual must be respected. (The size of the "TM/MC" is 15% of the size of the Logotype.)

VANCOUVER 2010 OLYMPIC GAMES EMBLEM

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EMBLEM RING VARIATIONS	10
CLEAR SPACE AND MINIMUM SIZES	11
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(1)

PREFERRED EMBLEM

The preferred version of the Vancouver 2010 Olympic Games Emblem has the Symbol centred above the Logotype, with the Olympic Trademark placed below. Below are all of the available versions of the Preferred Emblem for use in different applications, depending on printing limitations and preference.

The full-colour versions of these Emblems are available in four-colour process (CMYK) and spot colours (Pantone). (For information about colour values see section 2.)

Full-colour with single colour trademark
This version of the Preferred Emblem is used for all colour applications by VANOC. For consistency, members of the editorial media are encouraged to do the same.

Full-colour
This version of the Preferred Emblem with the full-colour Olympic Trademark (rings) is also available.

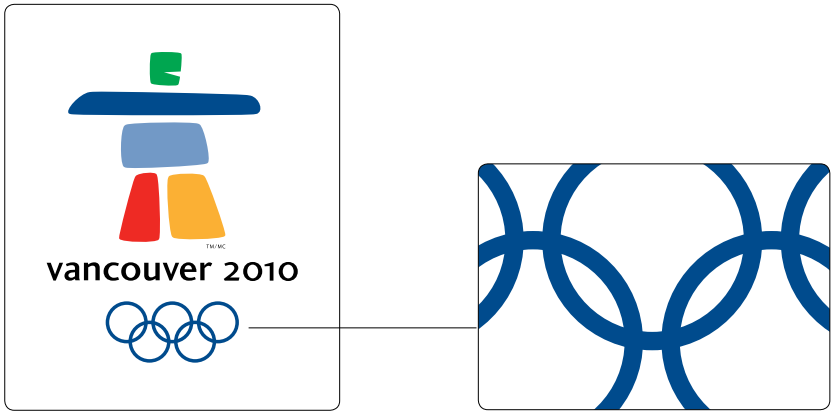
One-colour
See page 17 for guidelines on how to use this version of the Emblem.

Greyscale
This version of the Preferred Emblem is to be used for all black and white applications.

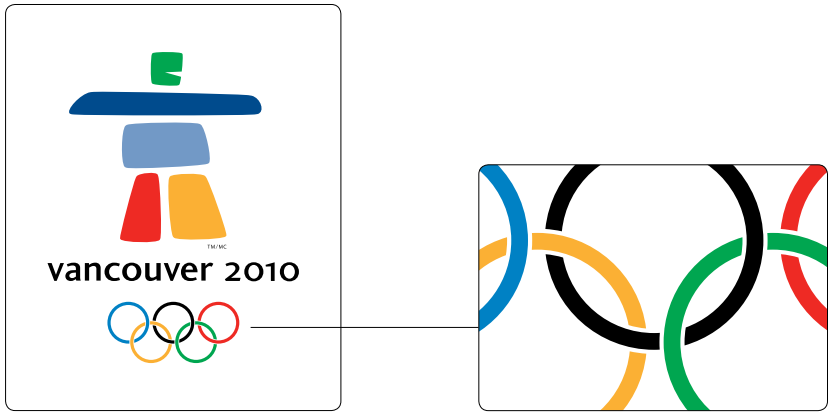
Reverse
See page 17 for guidelines on how to use this version of the Emblem.

EMBLEM RING VARIATIONS

The preferred version of the Vancouver 2010 Olympic Games Emblem uses the solid one-colour Olympic Trademark (rings.) While the full-colour rings are acceptable, the one-colour version is preferred for a number of reasons: The one-colour rings better integrate with the overall Vancouver 2010 brand look, and help reduce visual clutter created by multiple colours when the Olympic Emblem is paired up with the Paralympic Emblem. The full-colour rings can also lead to visibility and contrast problems in four-colour reproductions in certain applications.



One-colour solid rings
When the Olympic Trademark (rings) is depicted in one colour, the five rings appear as one solid form, with no gaps separating them. This version should never be used to depict the full-colour rings.

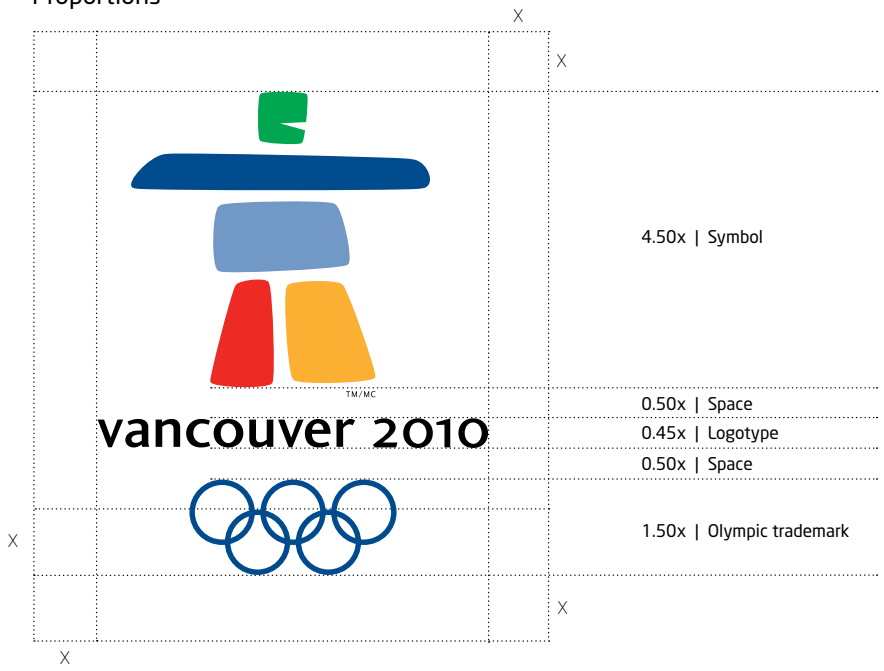


Full-colour interlaced rings
When the Olympic Trademark (rings) is depicted in full-colour, the rings must be interlaced – with small white gaps separating each colour. This version should never be used to depict the rings in one colour.

CLEAR SPACE & MINIMUM SIZES

To guarantee the Preferred Emblem's legibility and integrity, a minimum distance from any other graphics, or "clear space," must be respected. The Emblem must also never be scaled so small that legibility is sacrificed, nor should individual elements within the Emblem be independently scaled or repositioned.

Proportions



The "clear space" is an area around the Emblem in which other elements cannot be placed. The minimum clear space "x" is defined by the diametre of one Olympic ring.

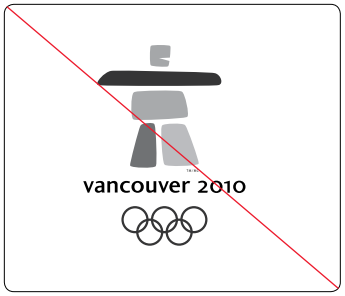
Minimum Size

The minimum width of the full-colour Preferred Emblem with one-colour Olympic Trademark is 12mm. This limit also applies to the one-colour and greyscale versions.

The minimum width of the Preferred Emblem with full-colour Olympic Trademark is 22mm.

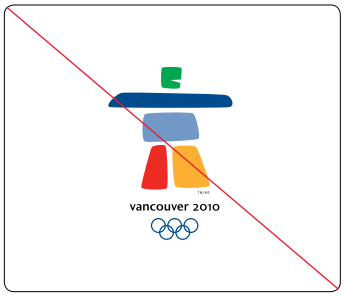
OLYMPIC EMBLEM RESTRICTIONS

These guidelines indicate how the Vancouver 2010 Emblem should not be used. Never rearrange, distort, or alter the colour of any of the elements. See page 9 for the full range of authorized emblem versions.

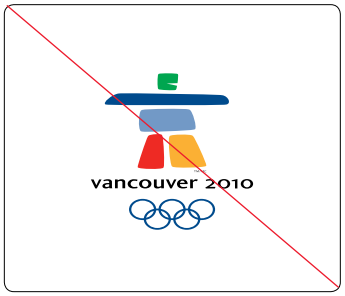


Do not convert the colour emblem to greyscale. For instances where there are printing restrictions, use the greyscale version of the emblem.

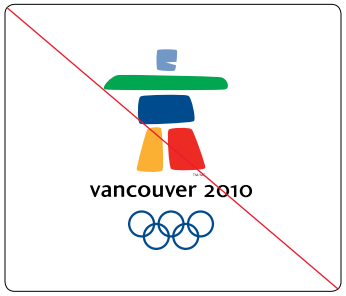
Do not keyline any version of the emblem. For emblem options on different backgrounds, refer to page 9.



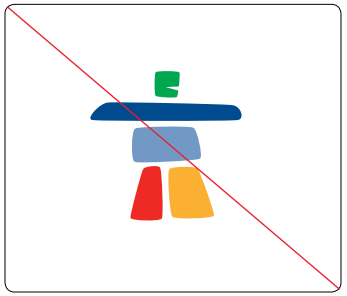
Do not alter or scale any element within the emblem.



Do not distort the emblem by constricting or expanding either horizontally or vertically. Do not skew the emblem in any way.



Do not alter or rearrange colours within the emblem. For emblem colour versions, refer to page 17.



Do not remove any parts of the emblem.

(2) COLOUR

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EMBLEM COLOURS

The colour palette applies to the preferred version of the Vancouver 2010 Olympic Games Emblem and to all the authorized derivative versions. These colours have been specifically selected to project the colours of Canada, and especially the 2010 host region, which is known for its breathtaking, pristine natural beauty.

Coast Forest

Pantone 355C / 354U
C100 M0 Y100 K0
R0 G169 B79

Winter Ocean

Pantone 288C / 288U
C100 M67 Y0 K23
R0 G75 B141

Glacier

Pantone 652C / 625U
C50 M25 Y0 K10
R115 G153 B198

Olympic Blue

Pantone 3005C / 3005U
C100 M30 Y0 K6
R0 G129 B198

Maple Leaf

Pantone 485C / 485U
C0 M97 Y100 K0
R238 G50 B36

Alpënglow

Pantone 137C / 137U
C0 M35 Y90 K0
R251 G176 B52

Orca

Pantone Process Black C / U
C0 M0 Y0 K100
R0 G0 B0

Powder

White
C0 M0 Y0 K0
R255 G255 B255

(2)

OLYMPIC EMBLEM COLOUR DESIGNATION

Below are the Vancouver 2010 Olympic Games Emblem versions with their corresponding colour designations. The full-colour versions of the Olympic Emblem are available in four-colour process (CMYK) and spot colours (Pantone).

Coast Forest
Pantone 355C / 354U
C100 M0 Y100 K0
R0 G169 B79

Winter Ocean
Pantone 288C / 288U
C100 M67 Y0 K23
R0 G75 B141

Glacier
Pantone 652C / 625U
C50 M25 Y0 K10
R115 G153 B198

Maple Leaf
Pantone 485C / 485U
C0 M97 Y100 K0
R238 G50 B36

Alpënglow
Pantone 137C / 137U
C0 M35 Y90 K0
R251 G176 B52

Orca
Pantone Process Black C / U
C0 M0 Y0 K100
R0 G0 B0

Greyscale *Orca* (with the Symbol and Olympic Trademark at 50%)

Reverse *Powder* (White)

One-colour *Winter Ocean*

Full-colour Olympic Trademark
The full-colour Olympic Trademark uses the following colours for the rings: Olympic Blue, Orca, Maple Leaf, Alpënglow and Coast Forest. For exact colour formulas, please refer to page 14.

(3) APPLICATION

USE OF THE EMBLEM VERSIONS 17

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POSITIONING EXAMPLES 19

(3)

USE OF THE EMBLEM VERSIONS

Below are examples of how the different versions of the Vancouver 2010 Olympic Games Emblem are used in different applications to ensure legibility in all its parts. For the sake of comparison, the Preferred Emblem is used to demonstrate each scenario.

White backgrounds
Full-colour versions of the Emblem must only be used on a white background. Whenever possible this version should be used above all others.

White backgrounds
Full-colour versions of the Emblem must only be used on a white background. See page 10 for more information on the use of the Emblem with full-colour Olympic Trademark.

White backgrounds
(with colour restrictions)
Greyscale versions of the Emblem should be used in instances where there are printing restrictions.

Black backgrounds
Reverse versions of the Emblem should be used on all black backgrounds.

Light solid-coloured backgrounds
One-colour versions of the Emblem should be used on light solid-coloured backgrounds.

Light backgrounds with tonal variation
One-colour versions of the Emblem should be used on light-coloured backgrounds with slight tonal variation, such as on photographs, providing it is legible in all its parts.

Medium to dark solid backgrounds
Reverse versions of the Emblem should be used on medium to dark solid-coloured backgrounds.

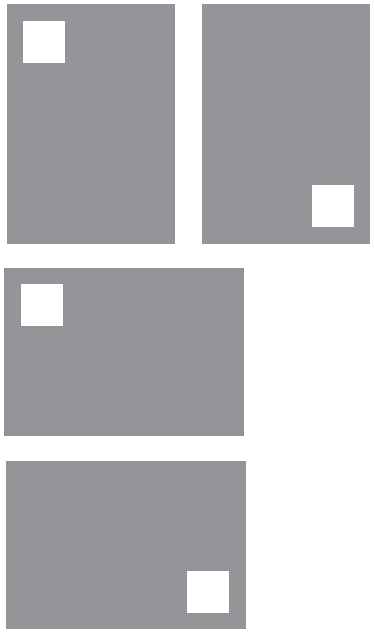
Medium to dark backgrounds
with tonal variation
Reverse versions of the Emblem can be used on medium to dark-coloured backgrounds with slight tonal variation, such on photographs, providing it is legible in all its parts.

(3)

RECOMMENDED POSITIONING

The Vancouver 2010 Olympic Games Emblem must always be used so as to guarantee the maximum visual impact. Recommended positions are top left and bottom right, taking care to respect the correct distance from the edge. Below are the recommended minimum distances. Wherever possible, more than the minimum space is preferred.

Emblem Position



Minimum Distance

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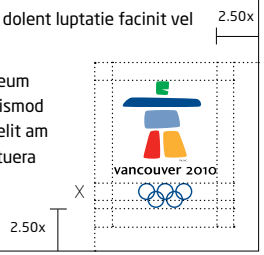
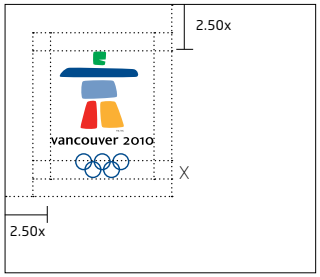
Od ercipis nonum in eugait wis nos ad ming eum quip erit dolorem velese dolore eliquis adignismod del del iustio odo euipsum do od et, quip ex elit am velesequisl iustrud dolore con ercilit la ad tatuera esenim in utpat.



The recommended minimum distance from the edge is 2.5 times the "clear space" (see page 11).



Detail of top corner positioning

(3)

POSITIONING EXAMPLES

The background must be considered to determine the positioning and colour version that will guarantee maximum visibility, as indicated on page 17.

Example for positioning the Preferred Emblem in the reverse (white) version on a photographic background.

Example for positioning the Preferred Emblem in the one-colour version on a photographic background.

(4) APPENDICES

INQUIRIES

Inquiries about Vancouver 2010 marks usage can be directed to:

Media Relations, VANOC Communications
3585 Graveley Street
Vancouver, BC
Canada V5K 5J5

Tel: 778 328 2010
Toll-Free: 1 877 408 2010
Fax: 778 328 2011
E-mail: mediarelations@vancouver2010.com